DEALERLEADS our shoppers, your customers

DealerLeads.com "We have a better mousetrap."



PARTNER CASE STUDY #106

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OUR SIX FOCAL POINTS

Media Buy / The Budget

Monthly Spend. How much traffic will be purchased? Budget is entirely up to the dealer, should be based on # of vehicles in stock on the lot.

Bounce Rate Comparison

The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

Page View / SRP View / VDP Views

The average number of pages a customer viewed while navigating the different areas of your dealerships website.



Time On Site

The average amount of time shoppers spent looking at VDP's, SRP's and other areas of your dealerships website.

City Locale

The city in which the traffic originated from and its relevance in relationship to your dealerships location and or campaign.

Traffic Sustainability

Can the media provider sustain consistent quality of traffic over long periods of time to insure dealerships growth?







This Dealer Leads case study involves an up-close, in-depth, and detailed investigation of a specific dealership. We attempt to be clear, clean, and concise by offering accurate redacted Google Analytic views. It's about the math, and we mean that literally.

You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

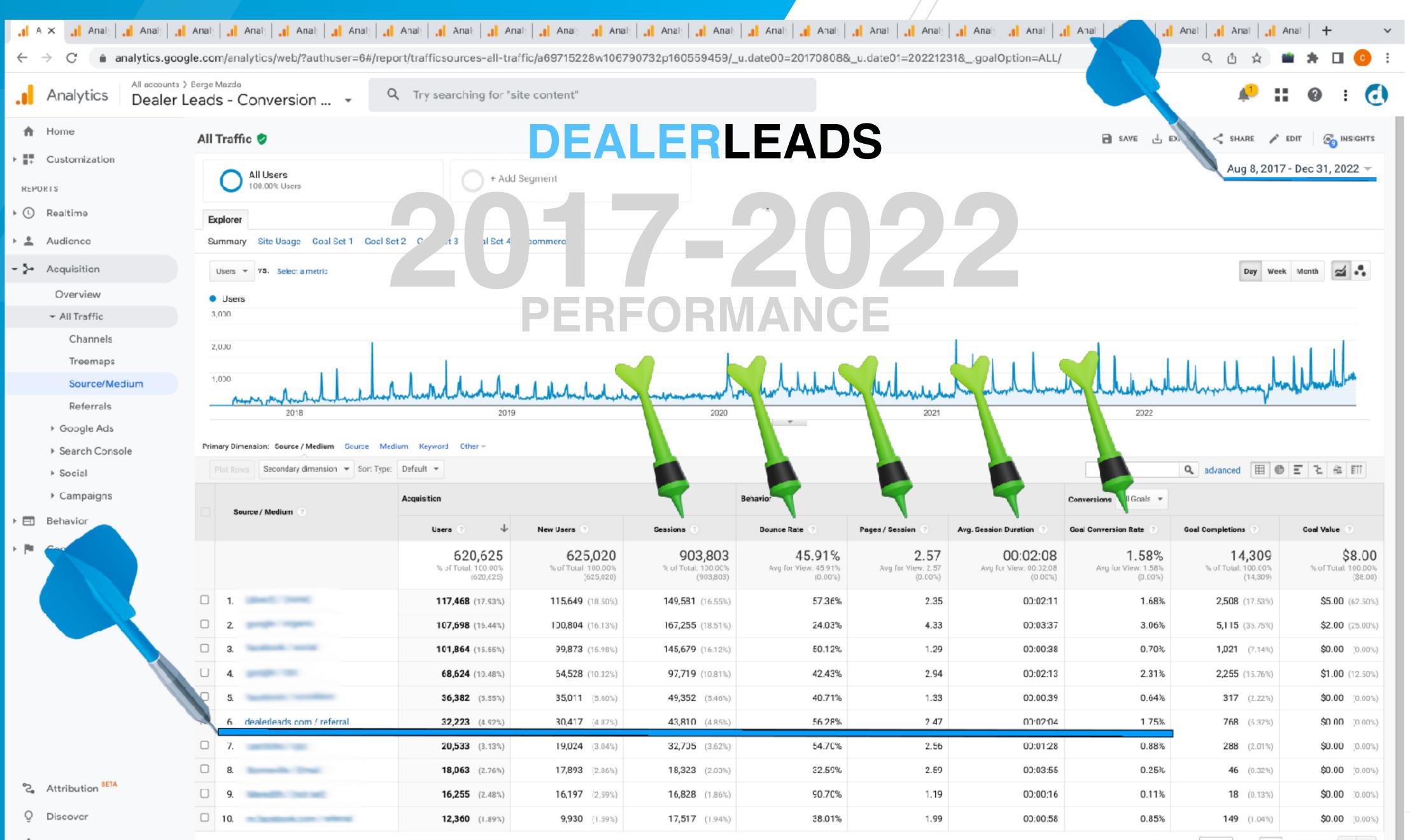
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

THE MATH

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The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.





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Let's talk quickly about **conversions**. We use Google Analytics views to track two goal types: hard goal conversions and soft goal conversions.

A hard goal conversion completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-tochat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion. When one of these events occurs, Google Analytics records a completion under Google Goals.

The Google Analytics dashboard allows an indepth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

HARD GOAL CONVERSIONS

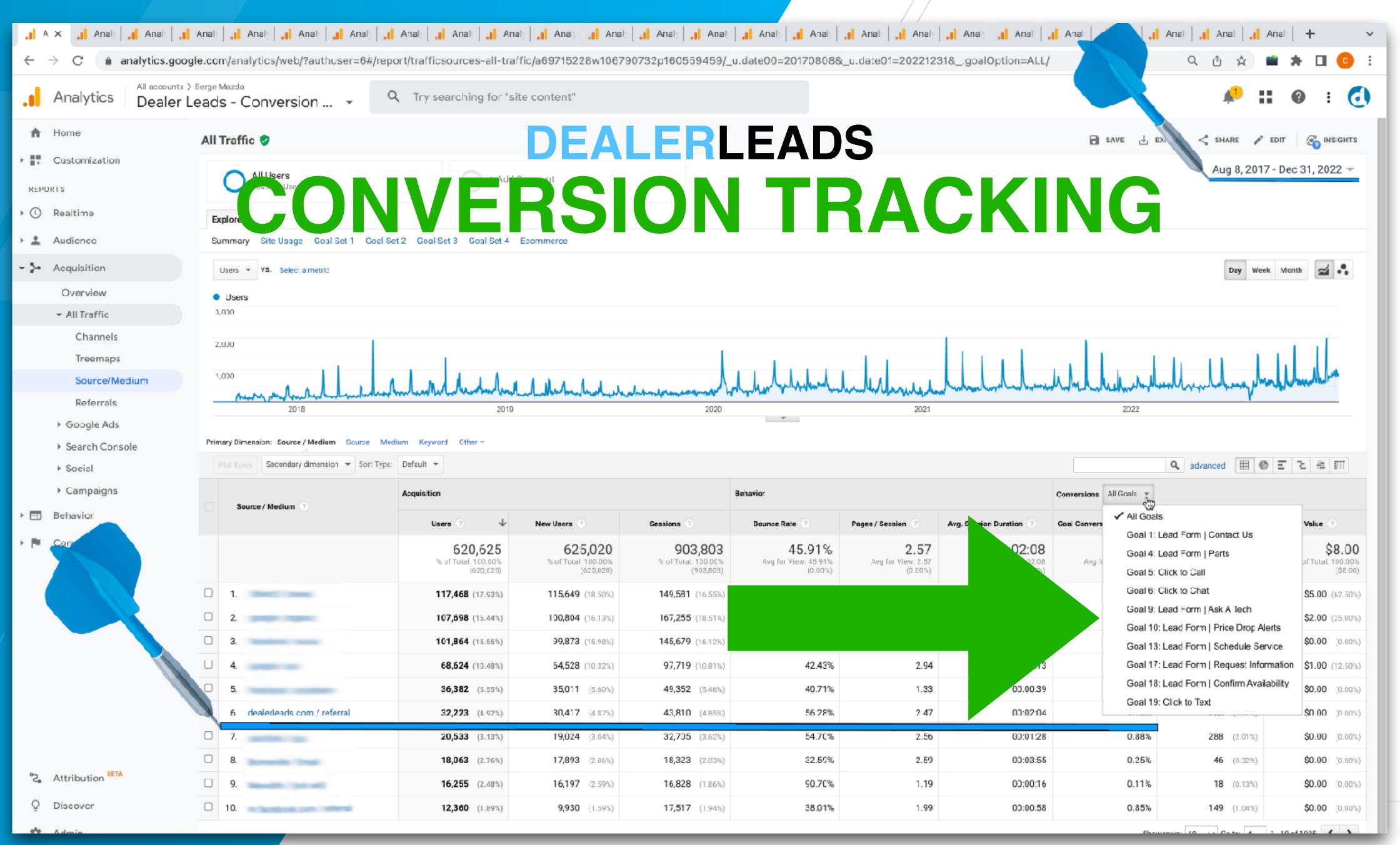
Introducing DealerLeads.com

We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











The following two slides document our ability to maintain consistent shopper traffic patterns to the dealer's website, as well as the originating city location of that traffic.

Traffic sustainability: This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable inventory turn rates.

City Location: We document our platform's consistent, relevant local shopper traffic to the dealership's website from locations where the dealership can sell cars. It's that simple.

OUR TRAFFIC & CITY LOCATION

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The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

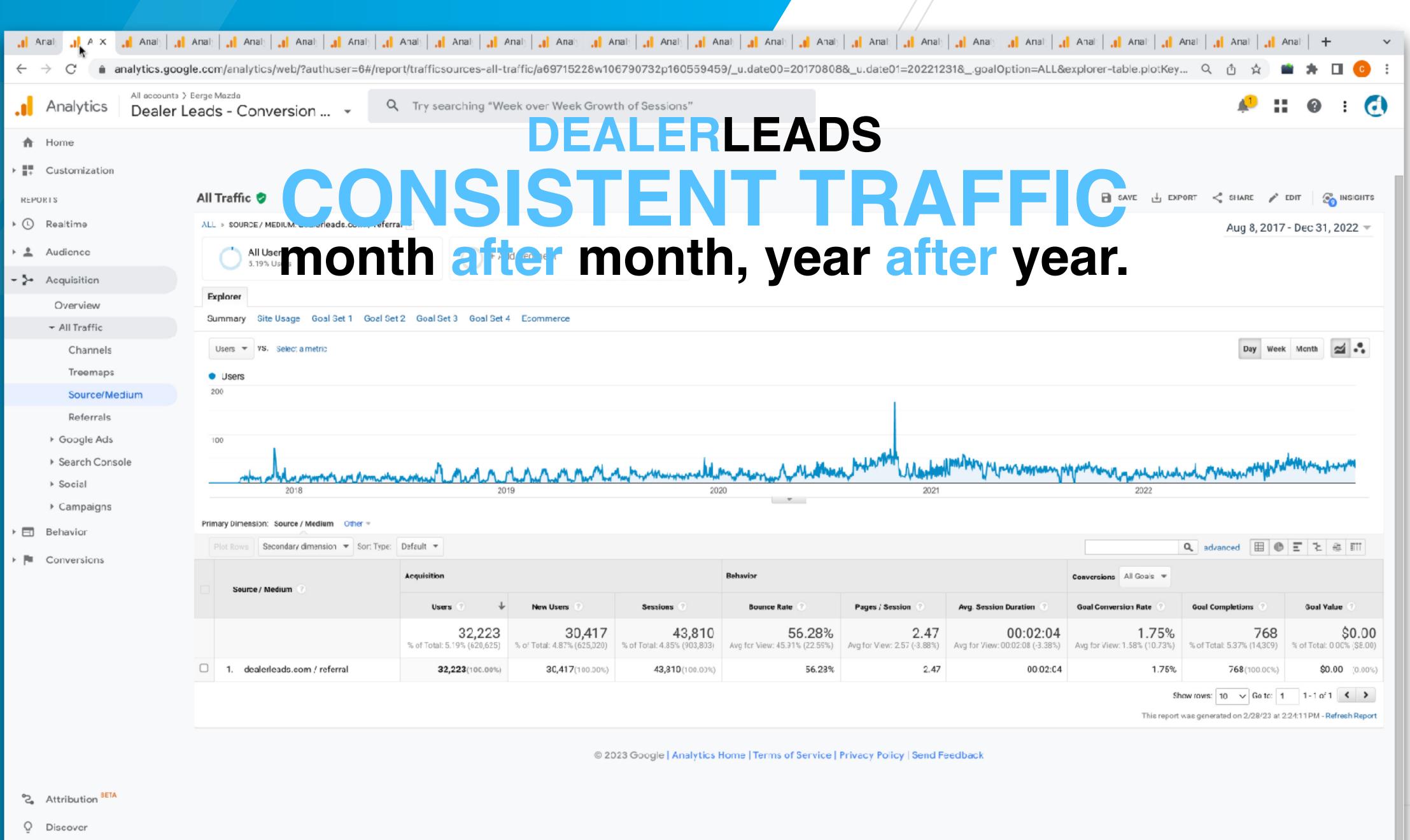






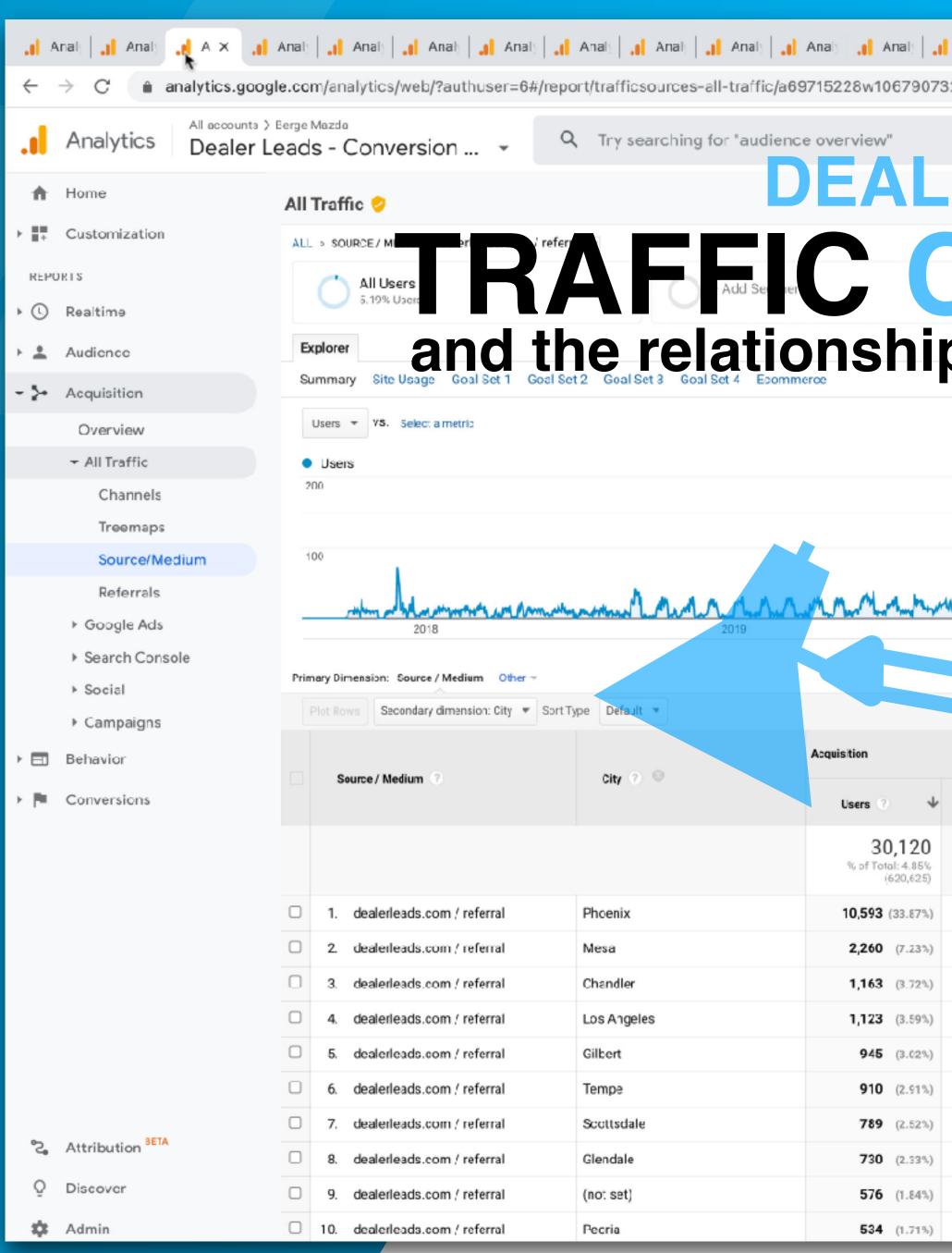






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LET'S GO Quarter by Quarter

1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

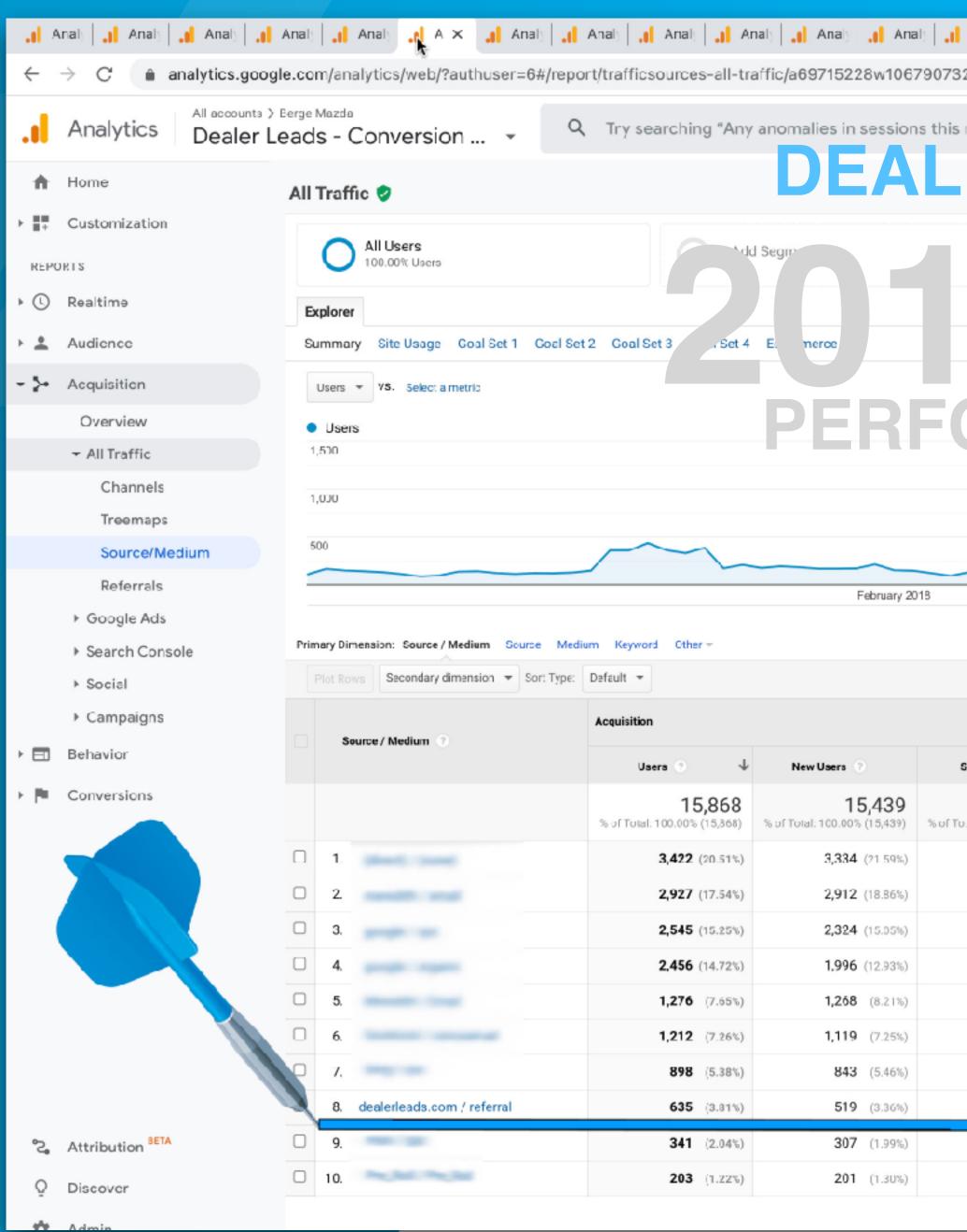
3RD QUARTER REPORTING JUL 1 thru SEP 30

4TH QUARTER REPORTING OCT 1 thru DEC 31



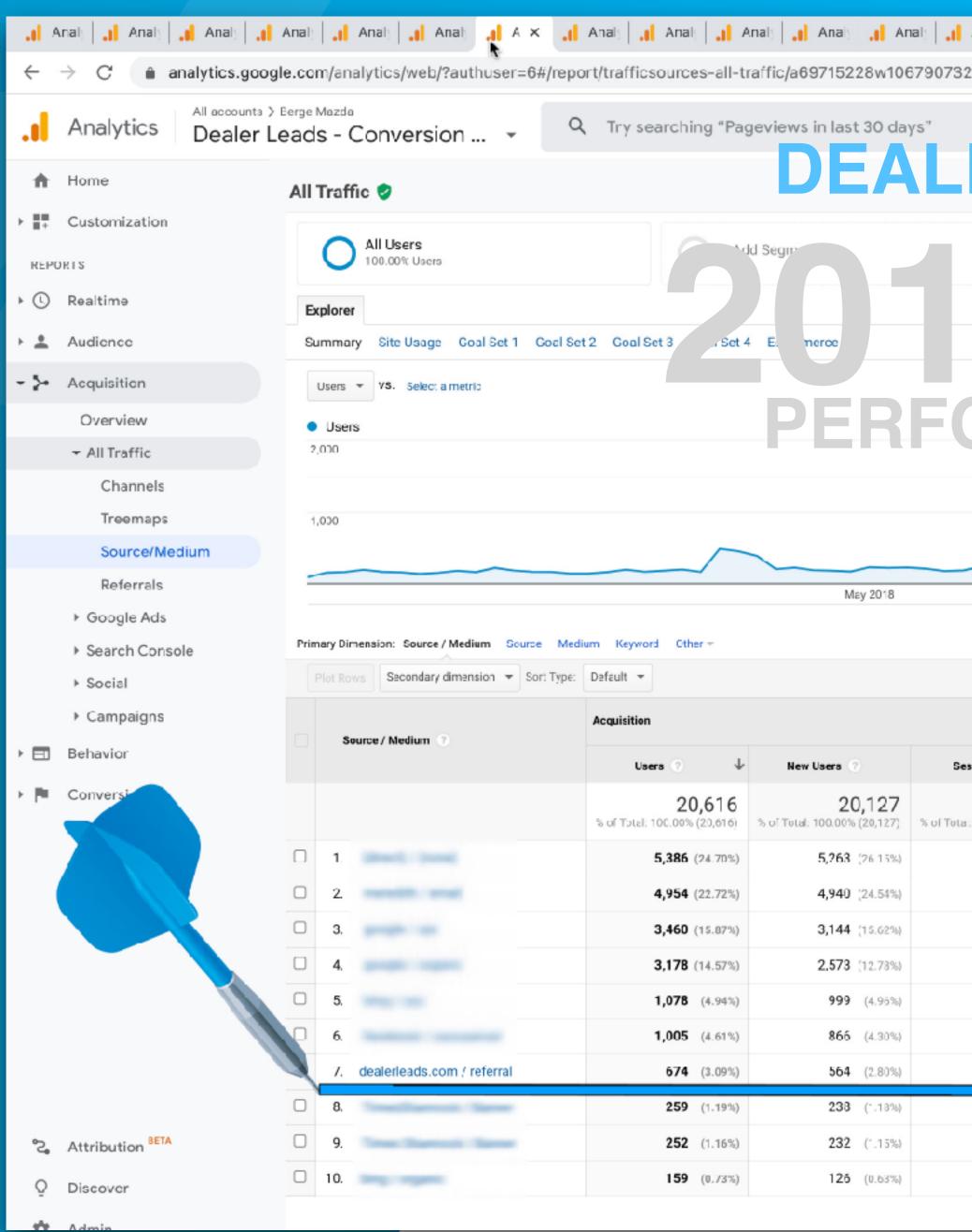
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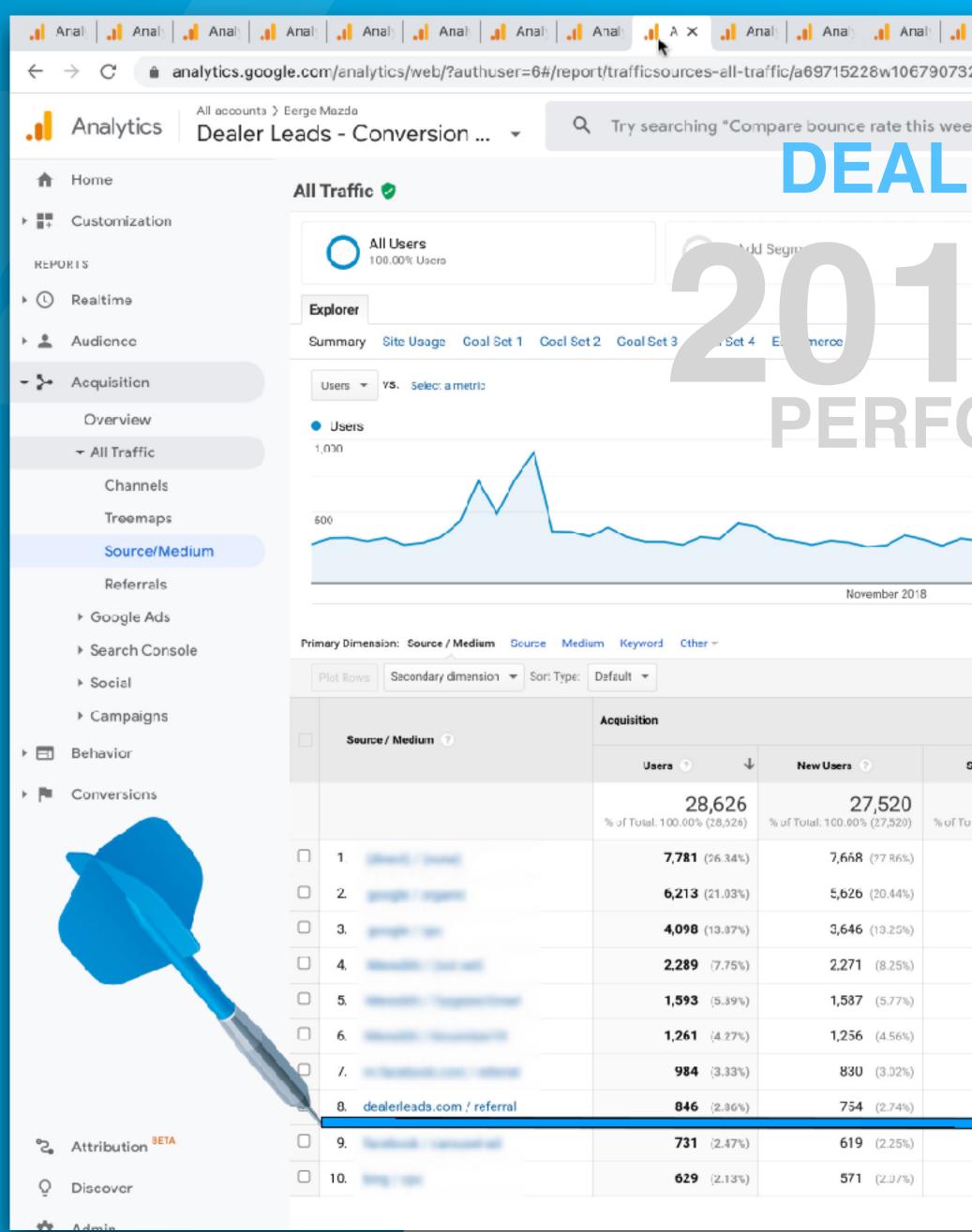


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| Conversions | | 25,602 % of Total: 100.00% (25,602) | 24,438 % of Total: 100.00% (24,438) | 36,211 % of Total: 100.00% (36,211) | 42.33% Avg for View: 42.33% (0.00%) | 2.59 Avg for View: 2.59 (0.00%) | 00:02:29 Arg for View: 00:02:29 (0.00%) | 3.45% Avg for View: 3.45% (0.00%) | 1,251 % of Total: 100.00% (1,251) | \$0.00 % of Total: 0.00% (\$0.00) |
| | 1 | 5,587 (21.00%) | 5,376 (22.00%) | 8,163 (22.54%) | 43.56% | 2.53 | 00:02:39 | 3.93% | 32 1 (25.66%) | \$0.00 (0.00%) |
| | 2 | 5,165 (19.42%) | 4,461 (18.25%) | 7,666 (21.17%) | 21.00% | 3.51 | 00:03:27 | 4.85% | 372 (29.74%) | \$0.00 (0.00%) |
| | 3. | 3,942 (14.82%) | 3,459 (14.15%) | 6,242 (17.24%) | 43.13% | 2.61 | 00:02:52 | 5.21% | 325 (25.96%) | \$0.00 (0.00%) |
| | 4. | 2,092 (7.86%) | 2.080 (8.51%) | 2.101 (5.80%) | 60.30% | 1.72 | 00:01:19 | 0.10% | 2 (0.16%) | \$0.00 (0.00%) |
| | 5. | 2,058 (7.74%) | 2,052 (8.40%) | 2,077 (5.74%) | 43.91% | 2.20 | 00:01:51 | 0.29% | 6 (0.48%) | \$0.00 (0.00%) |
| | 6. | 1,678 (6.31%) | 1,674 (6.85%) | 1,684 (4.65%) | 61.10% | 1.82 | 00:01:23 | 0.12% | 2 (0.16%) | \$0.00 (0.00%) |
| | □ <i>I</i> . | 1,089 (4.09%) | 1,023 (4.19%) | 1,258 (3.47%) | 51.83% | 2.31 | 00:02:01 | 4.05% | 51 (4.08%) | \$U.UU (0.00%) |
| | 8. dealerleads.com / referral | 799 (3.00%) | 708 (2.90%) | 907 (2.50%) | 46.53% | 2.30 | 00:01:33 | 5.51% | 50 (4.00%) | \$0.00 (0.00%) |
| C Attribution BETA | 9. | 711 (2.67%) | 598 (2.45%) | 896 (2.47%) | 60.16% | 1.75 | D0:00:55 | 1.67% | 15 (1.20%) | \$0.00 (0.00%) |
| Q Discover | 10. | 535 (2.01%) | 490 (2.01%) | 760 (2.10%) | 88.42% | 1.23 | D0:00:33 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
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| 39,960 | Behavior Dounce Rete (?) | | | Conversions All Gcals 💌 | | | | | | | |
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| Social Campaigns Behavior | Plot Rows Secondary dimension Sort 1 Source / Medium • • • 1 • • • 2 • • • 3. • • • 4. • • • 5. • • • | Type: Default Acquisition Users ↓ 21,792 % of Total: 100.00% (21,792) 5,118 (22.41%) 5,110 (22.37%) 3,701 (16.20%) 2,325 (10.18%) 1,906 (8.34%) | 20,745 % of Total: 100.00% (20,745) 4,763 (22.96%) 4,602 (22.18%) 3,681 (17.74%) 1,980 (9.54%) 1,817 (8.76%) | 33,399 % of Total: 100.00% (33,399) 7,014 (21 00%) 8,423 (25.22%) 3,810 (11.41%) 4,202 (12.58%) 2,890 (8.65%) | Bounce Rate ? 41.22% . Avg for View: 41.22% (0.00%) . 56.10% . 20.82% . 94.62% . 21.92% . | 3.01 Avg fo: Vew: 3.01 (0.00%) 2.34 4.74 1.08 1.87 3.51 | 00:02:25 Avg for View: 00.02:25 (0.00%) 00:01:27 00:04:09 00:00:05 00:01:09 00:03:10 | Conversions All Gcals Goel Conversion Rate | Goal Completions ? 472 % of Tota: 100 00% (472) 39 (8 26%) 224 (47.46%) 0 (0.00%) 34 (7.20%) 73 (15.47%) | Goal Value Image: Contract Contract \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
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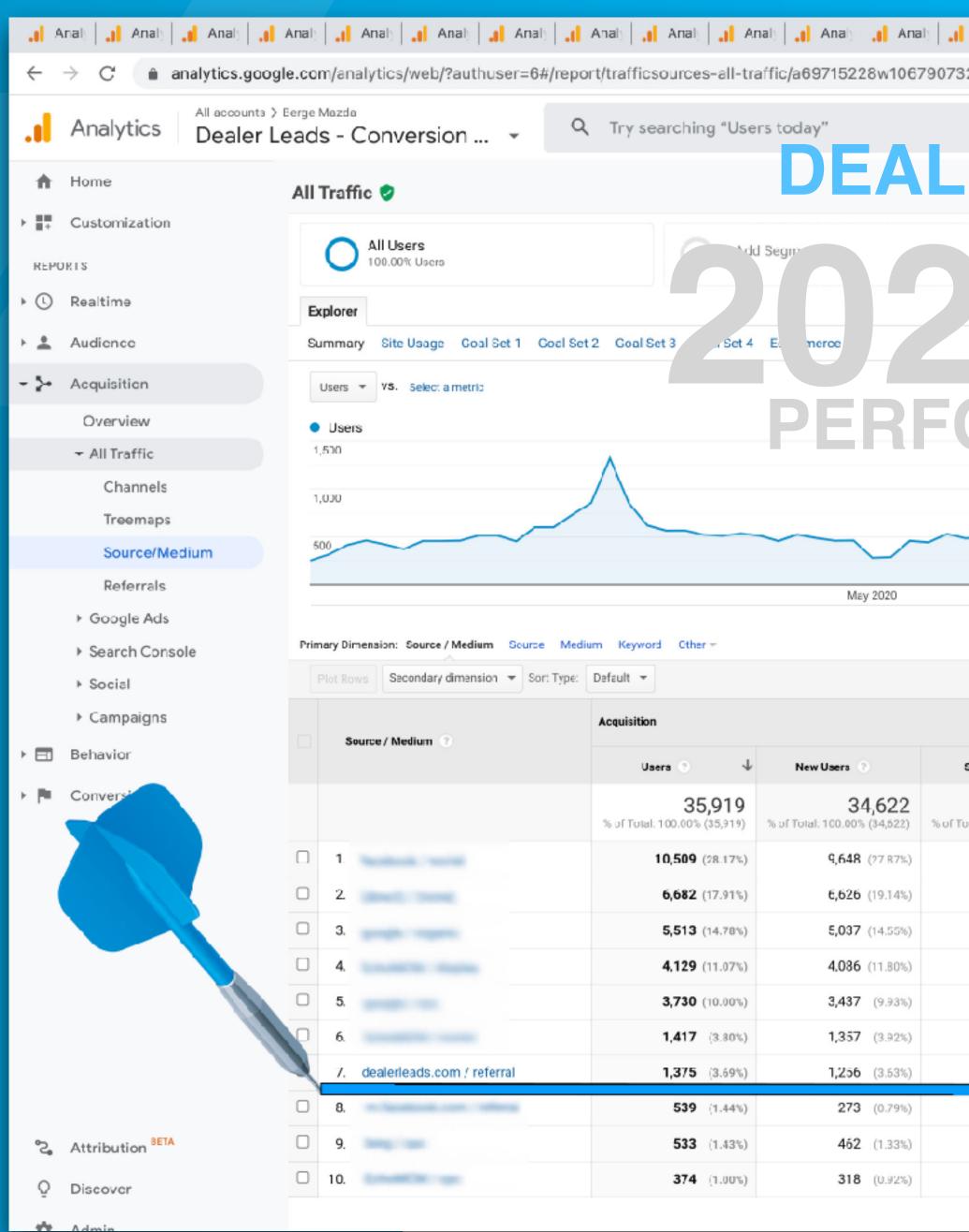


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| REPORTS | All Users 100.00% Users | dd s | egin | | | | | | | |
| ▶ ① Realtime | Explorer | | | | | | | | | |
| Audience | Summary Site Usage Coal Set 1 Cocl Set | 2 Goal Set 3 / Set 4 | E. nerce | | | | | | | |
| - ⊱ Acquisition | Users 👻 VS. Select a metric | | | | | | | | Day Week | Month 🗹 🖡 |
| Overview | Users | | DEBE | | | | | | | |
| ← All Traffic | 400 | | | Univ | IANC | | | | | |
| Channels Treemaps | 200 | $\sim\sim\sim$ | \sim | \sim | ~~~~ | | \bigvee | ~~~~ | \sim | |
| Source/Medium | 200 | | | | | | | | | |
| Referrals | | | November 2019 | | | De | ecember 2019 | | | _ |
| ▹ Google Ads | | | | | ÷ | | | | | |
| ▶ Search Console | Primary Dimension: Source / Medium Source Medi | | | | | | | | | |
| ▶ Social | Plot Rows Secondary dimension Sor: Type: | Default 👻 | | | | | | | advanced 🔳 🕒 | ELAI |
| ▶ Campai | Source / Medium | Acquisition | | | Behavior | | | Conversions Al Goals 👻 | | |
| | | Users 🔿 🗸 🗸 | New Users 📀 | Sessions 📀 | Bounce Rate 📀 | Pages / Session 📀 | Avg. Session Duration 📀 | Goal Conversion Rete 🦿 | Goal Completions 📀 | Gosl Value 📀 |
| | | 18,922 % of Total: 100.00% (18,922) | 18,318 % of Total: 100.00% (18,318) | 30,989 % of Total: 100.00% (30,989) | 35.57% Avg for View: \$5.57% (0.00%) | 3.01 Avg for Yiew: 3.01 (0.00%) | 00:02:42 Avg for View: 00.02:42 (0.00%) | | 528 % of Total: 100.00% (528) | \$0.00 % of Total: 0.00% (\$C.00) |
| | 1 | 4,977 (21.49%) | 4,516 (24.65%) | 8,267 (26 68%) | 25 24% | 4.35 | 00-04-04 | 2.44% | 202 (38.26%) | \$0.00 (0.00%) |
| | 2 | 4,584 (22.56%) | 4,209 (22.98%) | 7,486 (24.16%) | 38.99% | 1.55 | 00:01:05 | 0.59% | 44 (8.33%) | \$0.00 (0.00%) |
| | 3. | 4,522 (22.25%) | 4,183 (22.84%) | 5,779 (18.65%) | 46.81% | 2.62 | 00:01:50 | 1.82% | 105 (19.89%) | \$0.00 (0.00%) |
| | 4. | 2,379 (11.71%) | 2.328 (12.71%) | 3,390 (10.94%) | 39.06% | 3.13 | 00:02:56 | 2.33% | 79 (14.96%) | \$0.00 (0.00%) |
| | 5. dealerleads.com / referral | 1,166 (5.74%) | 1,042 (5.69%) | 1,910 (6.16%) | 37.33% | 3.11 | 00:03:15 | 1.83% | 35 (6.63%) | \$0.00 (0.00%) |
| | 6. | 532 (3.11%) | 575 (3.14%) | 778 (2.51%) | 32.65% | 3.15 | 00:02:47 | 1.41% | 11 (2.08%) | \$0.00 (0.00%) |
| | | 442 (2.17%) | 220 (1.20%) | 531 (1.71%) | 39.36% | 2.36 | 00:01:06 | 0.55% | 3 (0.57%) | \$0.00 (0.00%) |
| | 8. | 192 (0.94%) | 164 (0.90%) | 264 (0.85%) | 16.29% | 5.77 | 00:04:59 | 2.65% | 7 (1.33%) | \$0.00 (0.00%) |
| 2 Attribution BETA | 9. | 150 (0.74%) | 120 (0.66%) | 594 (1.92%) | 15.99% | 4.58 | 00:08:33 | 1.35% | 8 (1.52%) | \$0.00 (0.00%) |
| Q Discover | 10. | 136 (0.67%) | 100 (0.55%) | 193 (0.62%) | 16.58% | 4.58 | 00:04:25 | 2.07% | 4 (U.76%) | \$0.00 (0.00%) |
| | | | | | | | | | | |



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| | gle.com/analytics/web/?authuser=6#/re | | | | | | | | Q ① ☆ | * * 🖬 📀 🗄 |
| Analytics Dealer L | eads - Conversion | Q Try searching "Top | | | | | | | 🔑 II | : @ : 🧿 |
| A Home | All Traffic 🤣 | | DEA | LEKL | _EAD | 5 | | 🖬 save 🕹 ex | < SHARE | |
| Customization | All Users | | | | | | | | Jan 1, 2020 | - Mar 31, 2020 👻 |
| REPORTS | 100.00% Users | du | I Segir | | | | | | | |
| ▶ ① Realtime | Explorer | | | | | | | | | |
| 🕨 🔔 Audience | Summary Site Usage Goal Set 1 Goal S | Set 2 Goal Set 3 , Set 4 | E. nerce | | | | | | | |
| - ⊱ Acquisition | Users 👻 VS. Select a metric | | | | | | | | Day Week | Month 🗹 🕄 |
| Overview | Users | | DFDI | FORM | ΛΔΝΓ | F | | | | |
| - All Traffic | 2,000 | | | | | | | | | |
| Channels | | \wedge | | | | | | | | |
| Treemaps | 1,000 | | | | \wedge | | | \wedge | | |
| Source/Medium | | | | | | | | | \sim | ~~ |
| Referrals | | | February 202 | 0 | ~ | 1 | Aarch 2020 | | | |
| ▶ Google Ads | Primary Dimension: Source / Medium Source M | edium Kenword Other - | | | | | | | | |
| Search Console | Plot Rows Secondary dimension - Sort Type | | | | | | | | 🔍 advanced 🖽 🕲 | F 7 4 511 |
| Social Campaigns | | | | | | | | | | |
| ▶ | Source / Medium 📀 | Acquisition | | | Behavior | | | Conversions All Goals 💌 | | |
| | | Users 🔿 🚽 | New Users 🤊 | Sessions 🕜 | Dounce Rate | Pages / Session 🕜 | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value 🦪 |
| | | 29,983 % of Total: 100.00% (29,983) | 28,850 % of Total: 100.00% (28,850) | 42,839 % of To.al: 100.00% (42,839) | 46.71% Avg for View: 46.71% (0.00%) | 2.49 Avg fo: Vew: 2.49 (0.00%) | 00:02:02 Avg for View: 00.02.02 (0.00%) | 0.95% Avg for View: 0.95% (0.00%) | 407 % of Total: 100 00% (407) | \$0.00 % of Total: 0.00% (\$0.00) |
| | 1 | 10,959 (35.08%) | 10,218 (35.42%) | 14,859 (34.69%) | 52.55% | 1.34 | 00:00:44 | 0.41% | 61 (1499%) | \$0.00 (0.00%) |
| | 2 | 4,569 (14.63%) | 4,089 (14.17%) | 7,151 (16.69%) | 20.83% | 4.67 | 00:03:51 | 1.66% | 119 (29.24%) | \$0.00 (0.00%) |
| | 3. | 3,866 (12.38%) | 3,821 (13.24%) | 5,024 (11.73%) | 50.75% | 2.57 | 00:02:15 | 1.29% | 65 (15.97%) | \$0.00 (0.00%) |
| | 4. | 3.776 (12.09%) | 3.491 (12.10%) | 4.837 (11.41%) | 48.75% | 2.71 | 00:02:00 | 1.62% | 79 (19.41%) | \$0.00 (0.00%) |
| | 5. | 2,786 (8.92%) | 2,776 (9.52%) | 2,871 (6.70%) | 79.00% | 1.28 | 00:00:50 | 0.42% | 12 (2.95%) | \$0.00 (0.00%) |
| | 6. dealerleads.com / referral | 1,146 (3.67%) | 1,021 (3.54%) | 1,803 (4.21%) | 41.49% | 3.11 | 00:03:30 | 1.50% | 27 (6.63%) | \$0.00 (0.00%) |
| | | 913 (2.92%) | 603 (2.09%) | 1,019 (2.38%) | 40.04% | 2.16 | 00:00:49 | 0.49% | 5 (1.23%) | \$U.UU (0.00%) |
| | 8. | 520 (1.66%) | 519 (1.80%) | 677 (1.58%) | 36.55% | 1.23 | 00:00:56 | 0.15% | 1 (0.25%) | \$0.00 (0.00%) |
| °2, Attribution BETA | 9. | 390 (1.25%) | 340 (1.18%) | 492 (1.15%) | 29.47% | 3.64 | 00:02:55 | 0.41% | 2 (0.49%) | \$0.00 (0.00%) |
| Q Discover | 10. | 338 (1.08%) | 336 (1.16%) | 354 (0.85%) | 84.62% | 1.64 | 00:01:00 | 1.10% | 4 (0.98%) | \$0.00 (0.00%) |
| Admin | | | | | | | | Słowi | rows: 10 🗸 Go to: 1 | 1 - 10 of 113 < > |





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| | Behavior | | June 2020 | Conversions All Gcals 💌 | Q advanced 🖽 🕐 | E 2 & III |
| Sessions () | | Pages / Session 🕐 | June 2020 Avg. Session Duration ? | | Q advanced 🖽 🕐 | E E E III |
| Sessions ⑦ 53,672 of Total: 100.00% (53,672) | Behavior | Pages / Session ? 2.39 Avg fo: View: 2.39 (0.00%) | | Conversions All Gcals * | | |
| 53,672 | Behavior Dounce Rate ? 49.53% | 2.39 | Avg. Session Duration <a>OO:01:55 | Conversions All Gcals Goel Conversion Rate 1.44% | Goal Completions 💿 | Goal Value 🧟 |
| 53,672 of Total: 100.00% (53,672) | Behavior Dounce Rate ? 49.53% Avg for View: 49.53% (0.00%) | 2.39 Avg fo: View: 2.39 (0.00%) | Avg. Session Duration (?) 00:01:55 Avg for View: 00.01 55 (0.00%) | Conversions All Gcals Goel Conversion Rate 1.44% Avg for View: 1.44% (0.00%) | Goal Completions ⑦ 775 % of Total: 100 00% (775) | Goal Value () \$0.00 % of Total: 0.00% (\$0.00) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) | Behavior Dounce Rote (?) 49.53% Avg for View: 49.53% (0.00%) 42.17% | 2.39 Avg fo: View: 2.39 (0.00%) 1.50 | Avg. Session Duration (?) 00:01:55 Avg for View: 00.01 55 (0.00%) 00:00:58 | Conversions All Gcals Goel Conversion Rate 1.44% Avg for View: 1.44% (0.00%) 1.10% | Goal Completions ⑦ 775 % of Tota: 100 00% (775) 178 (22 97%) | Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) | Behavior Dounce Rate ③ 49.53% Avg for View: 49.53% (0.00%) 42.17% 57.80% | 2.39 Avg fo: View: 2.39 (0.00%) 1.50 1.89 | Avg. Session Duration 00:01:55 Avg for View: 00.01 55 (0.00%) 00:00:58 00:01:26 | Conversions All Gcals • Goel Conversion Rate ? 1.44% Avg for View: 1.44% (0.00%) 1.10% 1.16% | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) | Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) 8,613 (16.05%) | Behavior Dounce Rate • 49.53% Avg for View: 49.53% (0.00%) 42.17% 57.80% 20.81% | 2.39 Avg fo: View: 2.39 (0.00%) 1.50 1.89 4.60 | Avg. Session Duration 00:01:55 Avg for View: 00.01 55 (0.00%) 00:00:58 00:01:26 00:03:58 | Conversions All Gcals Cool Conversion Rate Cool Conversion Rate | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) | Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) 8,613 (16.05%) 6.129 (11.42%) | Behavior Docurce Rate ? 49.53% Avg for View: 49.53% (0.00%) 42.17% 57.80% 20.81% 86.72% | 2.39 Avg fo: Vew: 2.39 (0.00%) 1.50 1.89 4.60 1.20 | Avg. Session Duration () 00:01:55 Avg for View: 00.01 55 (0.00%) 00:00:58 00:01:26 00:03:58 00:00:47 | Conversions All Gcals Goel Conversion Rate ? 1.44% ? Avg for View: 1.44% (0.00%) 1.10% 1.16% 2.80% 0.47% 1.47% | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) 29 (3.74%) | Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) 8,613 (16.05%) 6,129 (11.42%) 4,814 (8.97%) | Behavior Docurce Rate ? 49.53% Avg for View: 49.53% (0.00%) 42.17% 57.80% 20.81% 86.72% 46.63% | 2.39 Avg fo: View: 2.39 (0.00%) 1.50 1.89 4.60 1.20 3.02 | Avg. Session Duration (*) OO:O1:55 Avg for View: 00.01 55 (0.00%) O0:00:58 O0:01:26 O0:03:58 O0:00:47 O0:01:58 | Conversions All Gcals Goel Conversion Rate ? 1.44% ? Avg for View: 1.44% (0.00%) 1.10% 1.16% 2.80% 0.47% 1.95% | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) 29 (3.74%) 94 (12.13%) | Goal Value ? \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) 6,613 (16.05%) 6,129 (11.42%) 4,814 (8.97%) 1,543 (2.87%) | Behavior Dounce Rate (*) 49.53% Avg for View: 49.53% (0.00%) 42.17% 57.80% 20.81% 86.72% 46.63% 86.97% | 2.39 Avg fo: View: 2.39 (0.00%) 1.50 1.89 4.60 1.20 3.02 1.24 | Avg. Session Duration (*) OO: O1: 55 Avg for View: 00.01 55 (0.00%) O0:00:58 O0:01:26 O0:01:55 O0:01:58 O0:01:58 O0:01:58 O0:01:58 O0:01:58 O0:01:58 O0:01:58 | Conversions All Gcals Goel Conversion Rate ? 1.44% ? Avg for View: 1.44% (0.00%) 1.10% 1.10% 1.16% 2.80% 0.47% 1.95% 0.39% | Goal Completions ? 7775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) 29 (3.74%) 94 (12.13%) 6 (0.77%) | Goal Value ? \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 af Total: 100.00% (53,672) 16,211 (30 20%) 7,839 (14.61%) 8,613 (16.05%) 6,129 (11.42%) 4,814 (8.97%) 1,543 (2.87%) 2,200 (4.10%) | Behavior Dounce Rate ? 49.53% Ang for View: 49.53% (0.00%) 42.17% 57.80% 20.81% 86.72% 46.63% 86.97% 54.13% | 2.39 Avg fo: Vew: 2.39 (0.00%) 1.50 1.89 4.60 1.20 3.02 1.24 2.71 | Avg. Session Duration () OO: O1: 55 Avg for View: 00.01 55 (0.00%) OD: 00: 58 OD: 01: 26 OD: 01: 58 OD: 02: 12 | Conversions All Gcals Goel Conversion Rate ? Avg for View: 1.44% (0.00%) 1.10% 1.10% 1.16% 2.80% 0.47% 1.95% 0.39% 1.64% 1.64% | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) 29 (3.74%) 94 (12.13%) 6 (0.77%) 36 (4.65%) | Goal Value ? \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 53,672 of Total: 100.00% (53,672) 16,211 (30.20%) 7,839 (14.61%) 6,613 (16.05%) 6,129 (11.42%) 4,814 (8.97%) 1,543 (2.87%) 2,200 (4.10%) 597 (1.11%) | Behavior Dcunce Rate ? 49.53% Avg for View. 49.53% (0.00%) 42.17% 57.80% 20.81% 36.72% 86.97% 54.13% 40.87% | 2.39 Avg fo: Vew: 2.39 (0.00%) 1.50 1.89 4.60 1.20 3.02 1.24 2.71 1.93 | Avg. Session Duration (*) OO:O1:55 Avg for View: 00.0155 (0.00%) OD:00:58 OD:01:26 OD:01:25 OD:00:47 OD:00:17 OD:00:158 OD:00:158 OD:00:45 | Conversions All Gcals Goel Conversion Rate ? 1.44% ? Avg for View: 1.44% (0.00%) 1.10% 1.10% 1.16% 2.80% 0.47% 0.47% 0.39% 1.64% 0.50% | Goal Completions ? 775 % of Total: 100 00% (775) 178 (22 97%) 91 (11.74%) 241 (31.10%) 29 (3.74%) 94 (12.13%) 6 (0.77%) 36 (4.65%) 3 (0.39%) | Goal Value ? \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |



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| \leftrightarrow \rightarrow C \bullet | analytics.googl | le.com/ana | alytics/web/?authuser=6#/re | port/trafficsources-all-tra | affic/a69715228w1063 | 790732p160559459/_ | u.date00=20200701& | _u.date01=2020093 | 0&goalOption=ALL/ | | Q 位 ☆ | 🛎 🛪 🖬 💿 🗄 |
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| + 🚨 Audience | | Summary | | Set 2 Goal Set 3 ar Set 4 | E nerce | | | | | | | |
| - ⊱ Acquisition | | Users | YS. Select a metric | | | | | | | | Day Week | Month 🗹 🕄 |
| Overview | | Users | | | PFR | FORM | ΛΔΝΓ | F | | | , | |
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| Referrals | | | | | August 2020 | | Ŧ | | September 2020 | | | |
| F Google Ads | | Primary Dim | ension: Source / Medium Source M | fedium Keyword Other - | | | | | | | | |
| Search Cons Social | sole | Plot Row | | | | | | | | | 🔍 advanced 🖽 🕲 | E 2 & M |
| F Gottal ► Campaigns | | | | Acquisition | | | Behavior | | | Conversions All Gcals - | | |
| ▶ 🖃 Behavior | | Sou | urce / Medium | | | | | | | | | |
| | | | | Users 🔿 🤟 | New Users | Sessions 0 | Dounce Rate 🦪 | Pages / Session | Avg. Session Duration ? | Goal Conversion Rate ? | Goal Completions | Gosl Value 🤉 |
| | | | | 33,198 % of Total: 100.00% (33,198) | 31,719 % of Total: 100.00% (31,719) | 46,450 % of To.al. 100.00% (46,450) | 51.41% Avg for View: 51.41% (0.00%) | 2.40 Avg fo: View: 2.40 (0.00%) | 00:01:54 Avg for View: 00:01 54 (0.00%) | 1.54% Avg for View: 1.54% (0.00%) | 715 % of Total: 100 00% (715) | \$0.00 % of Total: 0.00% (\$C.00) |
| | | 1 | | 9,550 (27.67%) | 8,567 (27.01%) | 13,110 (28.22%) | 53.10% | 1.31 | 00:00:37 | 0.89% | 117 (16.36%) | \$0.00 (0.00%) |
| | | 0 2 | | 5,629 (16.31%) | 5,106 (16.10%) | 8,718 (18.77%) | 22.34% | 4.41 | 00:03:44 | 3.26% | 284 (39.72%) | \$0.00 (0.00%) |
| | | О 3. | | 5,184 (15.02%) | 5,137 (16.20%) | 6,455 (13.92%) | 53.17% | 2.14 | 00:02:29 | 1.33% | 86 (12.03%) | \$0.00 (0.00%) |
| | | 4. | | 3.229 (9.35%) | 3.211 (10.12%) | 3.332 (7.17%) | 94.69% | 1.07 | 00:00:11 | 0.06% | 2 (0.28%) | \$0.00 (0.00%) |
| | | - 5. | | 3,127 (9.06%) | 2,825 (8.91%) | 4,124 (8.88%) | 45.44% | 2.94 | 00:01:59 | 1.89% | 78 (10.91%) | \$0.00 (0.00%) |
| | | 6 | dealerleads.com / referral | 2,166 (6.27%) | 2,038 (6.43%) | 3,003 (6.47%) | 62.90% | 2.19 | 00:02:09 | 1.37% | 41 (5.73%) | \$0.00 (0.00%) |
| | | 0 7. | Louisian marks | 1,019 (2.95%) | 942 (2.97%) | 1,590 (3.42%) | 82.64% | 1.28 | 00:01:22 | 0.50% | 8 (1.12%) | \$0.00 (0.00%) |
| | | | | 809 (2.34%) | 562 (1.77%) | 925 (1.99%) | 42.81% | 2.03 | 00:00:57 | 0.76% | 7 (0.96%) | \$0.00 (0.00%) |
| 2 Attribution BETA | | 9. | | 557 (1.61%) | 499 (1.57%) | 653 (1.43%) | 40.57% | 2.71 | 00:02:08 | 1.51% | 10 (1.4C%) | \$0.00 (0.00%) |
| Q Discover | | 0 10. | | 523 (1.52%) | 457 (1.44%) | 593 (1.28%) | 11.13% | 4.74 | 00:02:30 | 2.02% | 12 (1.68%) | \$0.00 (0.00%) |
| Admin | | | | | | | | | | Show | rows: 10 🗸 Go to: 1 | 1 - 10 of 98 < > |

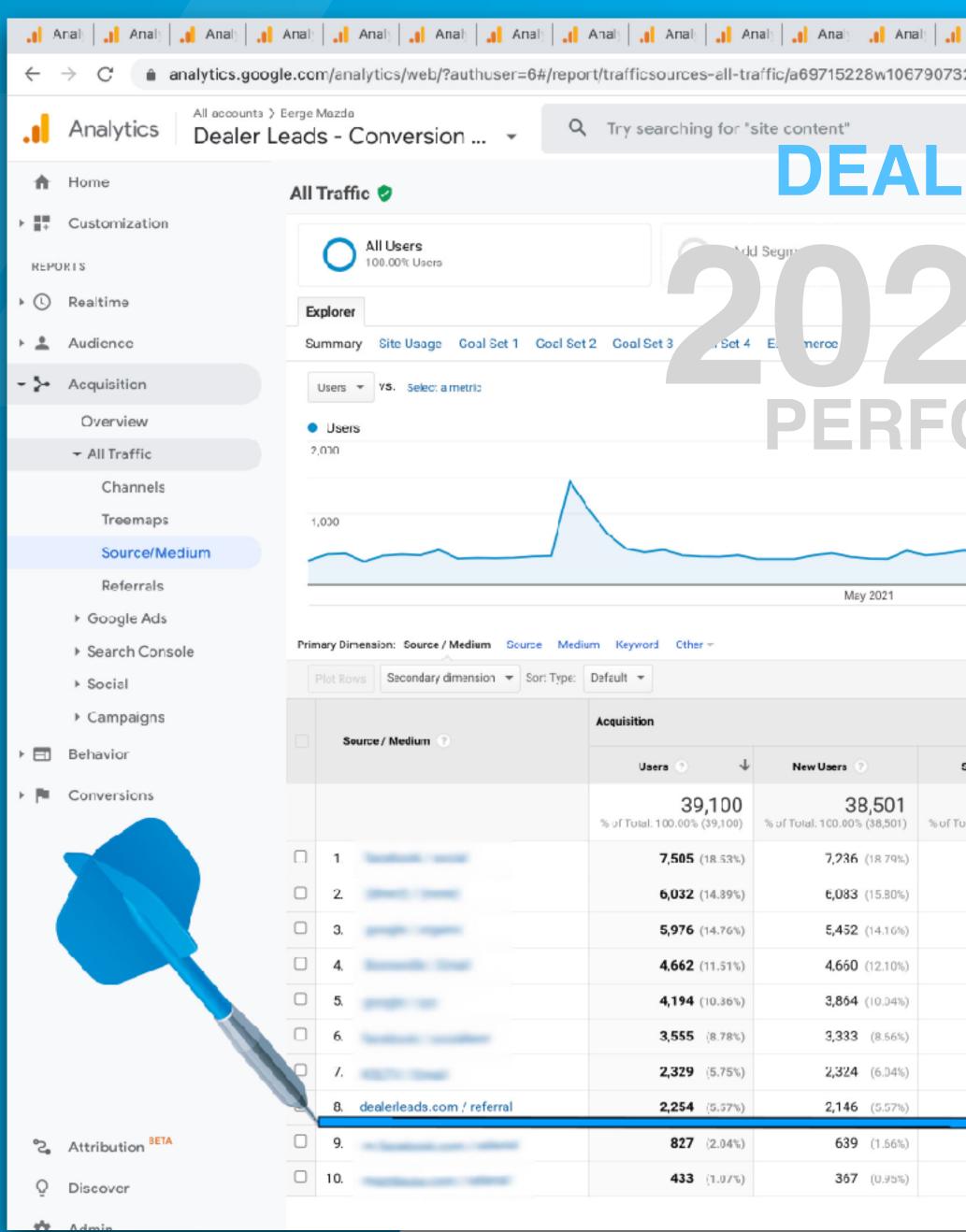


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| Image: Social Image: Social <td< th=""><td>Plot Rows Secondary dimension Sort T Source / Medium • • 1 • • 2 • • 3. • • 4. dealerleads.com / referral 5. • • 6. • • 7. • • 8. • •</td><td>Acquisition Acquisition Users Image: Comparison of the second sec</td><td>27,286 % of Total: 100.00% (27,286) 8,060 (29,54%) 5,127 (18.79%) 4,432 (16.24%) 2,351 (8.52%) 2,150 (7.88%) 1,803 (6.51%) 859 (3.15%)</td><td>Sessions () 38,663 % of To.al. 100.00% (38,663) 10,811 (77.96%) 6,602 (17.08%) 7,233 (18.84%) 3,953 (10.22%) 3,105 (8.03%) 1,830 (4.86%)</td><td>Dounce Rete ? 50.92% .0.00%) Arg for View: 50.92% (0.00%) .57.23% 51.57% .51.57% 20.43% .53.32% 53.32% .35.49% 32.13% </td><td>2.52 Avg fo: Vew: 2.52 (0.00%) 1.31 2.38 4.60 2.25 3.15 1.15</td><td>00:02:03 Avg for View: 00.02 03 (0.00%) 00:02:23 00:02:30 00:02:30 00:02:10 00:02:10</td><td>Conversions All Gcals Goel Conversion Rate Cool Conversion Rate</td><td>Goal Completions ? 619 % of Total: 100 00% (619) 81 (13 09%) 76 (12 28%) 239 (38.61%) 34 (5.49%) 94 (15.19%) 1 (0.16%)</td><td>Goal Value ? \$0.00</td></td<> | Plot Rows Secondary dimension Sort T Source / Medium • • 1 • • 2 • • 3. • • 4. dealerleads.com / referral 5. • • 6. • • 7. • • 8. • • | Acquisition Acquisition Users Image: Comparison of the second sec | 27,286 % of Total: 100.00% (27,286) 8,060 (29,54%) 5,127 (18.79%) 4,432 (16.24%) 2,351 (8.52%) 2,150 (7.88%) 1,803 (6.51%) 859 (3.15%) | Sessions () 38,663 % of To.al. 100.00% (38,663) 10,811 (77.96%) 6,602 (17.08%) 7,233 (18.84%) 3,953 (10.22%) 3,105 (8.03%) 1,830 (4.86%) | Dounce Rete ? 50.92% .0.00%) Arg for View: 50.92% (0.00%) .57.23% 51.57% .51.57% 20.43% .53.32% 53.32% .35.49% 32.13% | 2.52 Avg fo: Vew: 2.52 (0.00%) 1.31 2.38 4.60 2.25 3.15 1.15 | 00:02:03 Avg for View: 00.02 03 (0.00%) 00:02:23 00:02:30 00:02:30 00:02:10 00:02:10 | Conversions All Gcals Goel Conversion Rate Cool Conversion Rate | Goal Completions ? 619 % of Total: 100 00% (619) 81 (13 09%) 76 (12 28%) 239 (38.61%) 34 (5.49%) 94 (15.19%) 1 (0.16%) | Goal Value ? \$0.00 |
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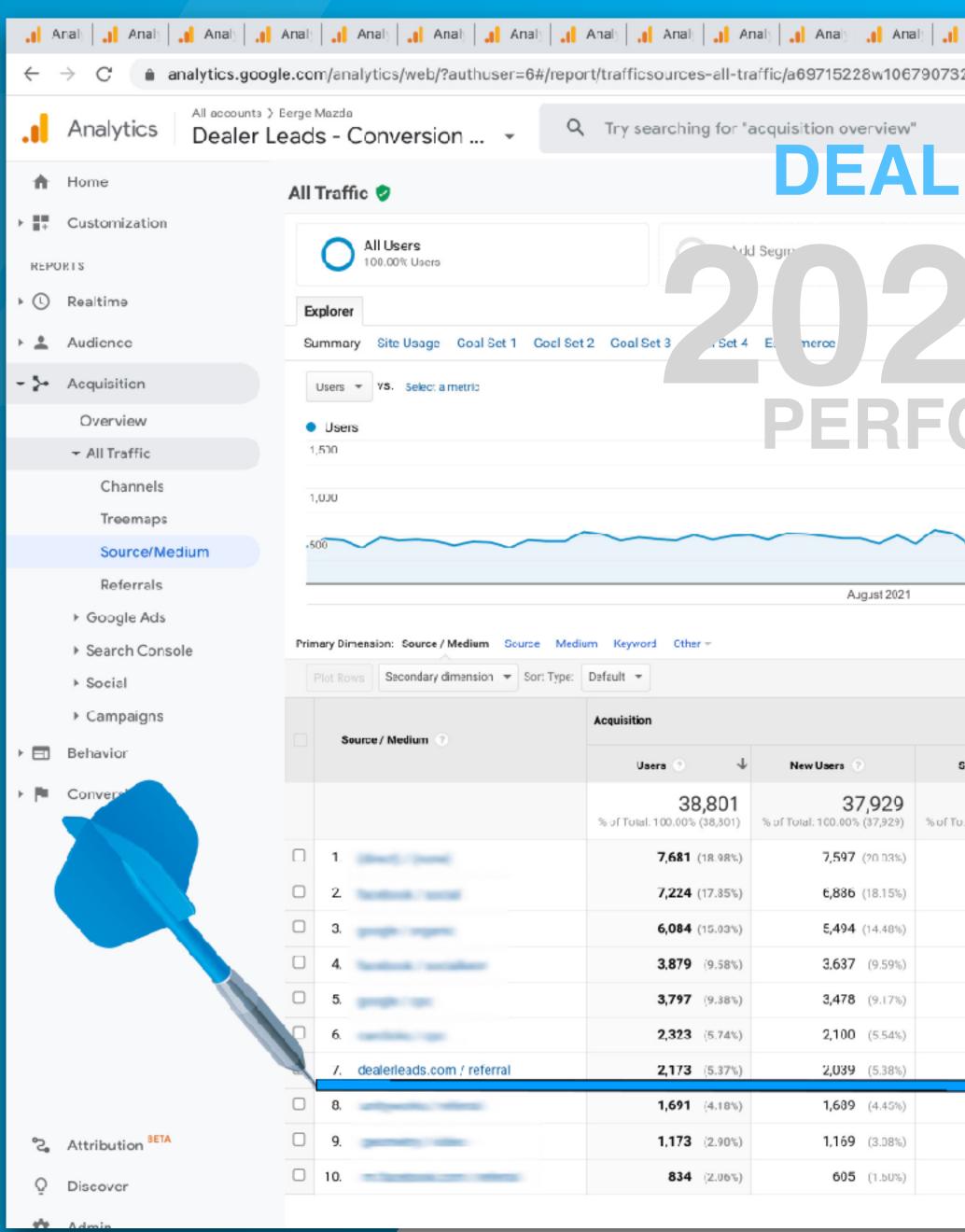
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| | | 32,346 % of Total: 100.00% (32,346) | 31,963 % of Total: 100.00% (31,963) | 43,536 % of To.al: 100.00% (43,535) | 42.66% Avg for View: 42.65% (0.00%) | 2.60 Avg for View: 2.60 (0.00%) | 00:02:22 Avg for View: 00.02.22 (0.00%) | 1.63% Avg for View: 1.63% (0.00%) | 711 % of Tetal: 100 00% (711) | \$0.00 % of Total: 0.00% (\$0.00) |
| | 1. | 9,037 (26.92%) | 8,746 (27.36%) | 11,219 (?5.77%) | 49.17% | 1.18 | 00-00:35 | 0.70% | 78 (10.97%) | \$0.00 (0.00%) |
| | 2 | 5,350 (15.94%) | 5,317 (16.53%) | 7,002 (16.08%) | 53.64% | 2.62 | 00:03:29 | 2.03% | 142 (19.97%) | \$0.00 (0.00%) |
| | 3. | 5,201 (15.49%) | 4,811 (15.05%) | 7,593 (17.44%) | 19.74% | 4.66 | 00:03:46 | 3.27% | 248 (34.88%) | \$0.00 (0.00%) |
| | 4. dealerleads.com / referral | 2.707 (8.06%) | 2.585 (8.09%) | 3.716 (8.54%) | 55.25% | 2.10 | 00:01:51 | 1.40% | 52 (7.31%) | \$0.00 (0.00%) |
| 1 | 5. | 2,465 (7.34%) | 2,454 (7.58%) | 2,518 (5.78%) | 42.69% | 2.47 | 00:02:32 | 0.04% | 1 (0.14%) | \$0.00 (0.00%) |
| | 6. | 2,399 (7.15%) | 2,215 (6.93%) | 3,255 (7.48%) | 34.69% | 3.33 | 00:02:43 | 2.73% | 89 (12.52%) | \$0.00 (0.00%) |
| | □ 7. ••••• | 2,183 (6.50%) | 2,164 (6.77%) | 2,234 (5.13%) | 38.00% | 2.70 | 00:02:32 | 0.00% | U (0.0C%) | \$0.00 (0.00%) |
| | 8. | 1,345 (4.01%) | 1,197 (3.74%) | 1,837 (4.22%) | 37.89% | 1.80 | 00:01:11 | 1.14% | 21 (2.95%) | \$0.00 (0.00%) |
| C. Attribution BETA | 9. | 592 (1.76%) | 479 (1.50%) | 646 (1.48%) | 49.33% | 1.69 | 00:00:49 | 0.93% | 6 (0.84%) | \$0.00 (0.00%) |
| | D 10. | 376 (1.12%) | 358 (1.12%) | 407 (0.93%) | 82.80% | 1.34 | 00:00:17 | 0.98% | A (1154W) | \$0.00 mmm |
| Q Discover | 8 10. | 5/6 (1.12.8) | 000 (1112.0) | 457 (0.55%) | 52.05% | 1.54 | 00.00.11 | 0.50% | 4 (U.56%) | \$0.00 (0.00%) |





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| 54,775 f To.al: 100.00% (54,775) | 42.65% Avg for View: 42.65% (0.00%) | 2.79 Avg fo: View: 2.79 (0.00%) | 00:02:25 Avg for View: 00.02.25 (0.00%) | 1.43% Avg for View: 1.43% (0.00%) | 784 % of Total: 100 00% (784) | \$0.00 % of Total: 0.00% (\$C.00) |
| 10,437 (19.05%) | 53.15% | 1.13 | 00:00:24 | 0.53% | 55 (7 02%) | \$0.00 (0.00%) |
| 8,295 (15.14%) | 54.90% | 2.81 | 00:03:24 | 2.00% | 166 (21.17%) | \$0.00 (0.00%) |
| 9,292 (16.96%) | 21.53% | 4.94 | 00:03:50 | 3.02% | 281 (35.84%) | \$0.00 (0.00%) |
| 4.693 (8.57%) | 38.89% | 2.57 | 00:02:37 | 0.02% | 1 (0.13%) | \$0.00 (0.00%) |
| 5,820 (10.63%) | 36.13% | 3.55 | 00:02:41 | 2.13% | 124 (15.82%) | \$0.00 (0.00%) |
| 4,931 (9.00%) | 40.83% | 1.42 | 00:00:40 | 0.75% | 37 (4.72%) | \$0.00 (0.00%) |
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| 54,616 0.al: 100.00% (54,615) 9,630 (17.58%) | Behavior Dounce Rate ? 48.88% Avg for View: 48.83% (0.00%) 58.92% | 2.55 Avg fo: View: 2.55 (0.00%) 2.32 | Avg. Session Duration (?) 00:01:59 Avg for View: 00.01 59 (0.00%) 00:02:31 | Conversions All Gcals Goel Conversion Rate 1.59% Avg for View: 1.59% (0.00%) 1.54% | Goal Completions ? 870 % of Total: 100 00% (870) 148 (17 01%) | Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) |
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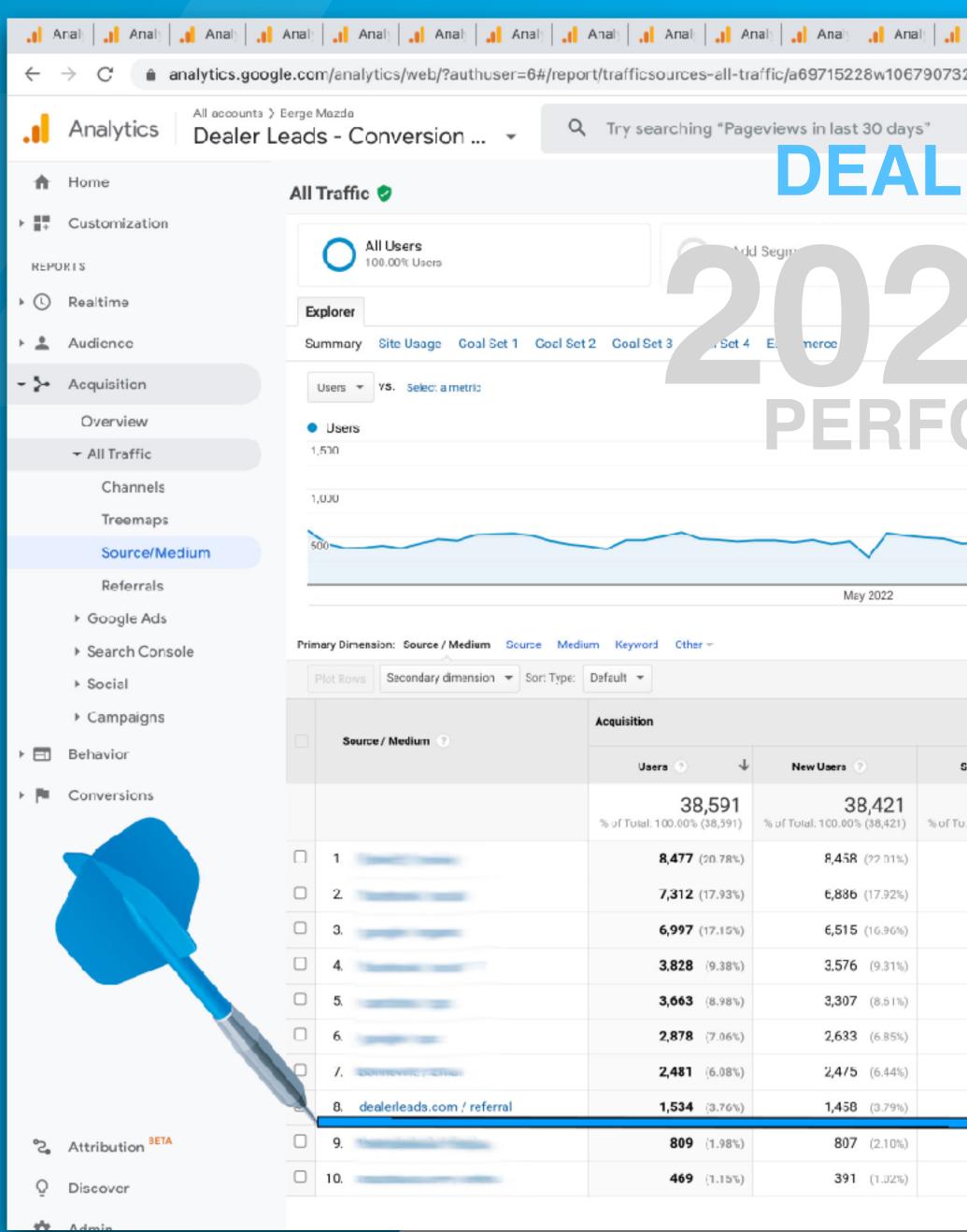


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| Search Console Social Campaigns Behavior | Plot Rows Secondary dimension Sort Source / Medium Image: Sort Image: Sort 1 Image: Sort Image: Sort | Type: Default ▼ Acquisition Users ↓ 36,462 % of Total: 100.00% (36,462) 6,348 (16.66%) | New Users 35,645 % of Total: 100.00% (35,645) 6,009 (16.86%) | Sessions ? 50,691 % of To.al. 100.00% (50,691) 8,679 (17.12%) | Behavior Dounce Rate ? 47.93% Avg for View: 47.93% (0.00%) 58.29% | Pages / Session ? 2.50 Avg fo: View: 2.50 (0.00%) 1.14 | Avg. Session Duration ? 00:01:56 Avg for View: 00.0156 (0.00%) 00:00:22 | Conversions All Gcals Goal Conversion Rate 1.32% Avg for View: 1.32% (0.00%) 0.38% | Goal Completions ? 667 % of Total: 100 00% (667) 33 (4 95%) | Goal Value (?) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) |
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| Search Console Social Campaigns Behavior | Plot Rows Secondary dimension Sort Source / Medium • • 1 • • 2. • • 3. • • 4. • • 5. • • 6. • • | Type: Default Acquisition Users ↓ 36,462 % of Total: 100.00% (36,462) 6,348 (16.66%) 5,236 (13.74%) 5,213 (13.68%) 3,382 (8.38%) | New Users 35,645 % of Total: 100.00% (35,645) 6,009 (16.86%) 4,759 (13.35%) 5,194 (14.57%) 2.891 (8.11%) | Sessions ? 50,691 % of To.al. 100.00% (50,691) 8,679 (17.12%) 8,051 (15.88%) 6,737 (13.29%) 5.736 (11.32%) | Behavior Dounce Rate ? 47.93% 47.93% Arg for View: 47.93% (0.00%) 58.29% 22.89% 52.02% 46.20% 55.11% | Pages / Session ? 2.50 Avg fo: Vew: 2.50 (0.00%) 1.14 4.37 2.49 3.07 | Avg. Session Duration 00:01:56 Avg for View: 00.01 56 (0.00%) 00:03:43 00:01:58 00:01:46 | Conversions All Gcals Cool Conversion Rate Cool Conversion Rate | Goal Completions ? 667 % of Total: 100 00% (667) 33 (4 95%) 292 (43.78%) 95 (14.24%) 57 (8.55%) | Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| Search Console Social Campaigns Behavior | Plot Rows Secondary dimension Sort Source / Medium • 1 • 2 • 3. • 4. • 5. • 6. • | Type: Default Acquisition Users ↓ 36,462 % of Total: 100.00% (36,462) 6,348 (16.66%) 5,236 (13.74%) 5,213 (13.68%) 3,382 (8.38%) 3,176 (8.33%) | New Users ? 35,645 35,645 % of Total: 100.00% (35,645) 6,009 (16 R6%) 4,759 (13.35%) 5,194 (14.57%) 2,891 (8.11%) 2,937 (8.24%) | Sessions ? 50,691 . % of To.al. 100.00% (50,691) . 8,679 (17.12%) . 8,051 (15.88%) . 6,737 (13.29%) . 5.736 (11.32%) . 4,248 (8.38%) . | Behavior Dounce Rate ? 47.93% 47.93% Arg for View: 47.93% (0.00%) 58.29% 22.89% 52.02% 46.20% 55.11% | Pages / Session Pages / Session 2.50 Avg for Vew: 2.50 (0.00%) 1.14 4.37 2.49 3.07 1.20 | Avg. Session Duration ? 00:01:56 Avg for View: 00.0156 (0.00%) 00:00:22 00:01:58 00:01:46 00:00:27 | Conversions All Gcals Goal Conversion Rate • 1.32% • Avg for View: 1.32% (0.00%) • 0.38% • 3.63% • 1.41% • 0.99% • | Goal Completions ? 667 . % of Total: 100 00% (667) . 33 (4 95%) . 292 (43.78%) . 95 (14.24%) . 57 (8.55%) . 37 (5.55%) . | Goal Value ? \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| Search Console Social Campaigns Behavior | Plot Rows Secondary dimension Sort Source / Medium • • 1 • • 2. • • 3. • • 4. • • 5. • • 6. • • | Type: Default • Acquisition Users • Users • • 36,462 • % of Total: 100.00% (36,462) • 6,348 (16.66%) • 5,236 (13.74%) • 3,382 (8.38%) • 4 • 5,2729 (7.16%) • | New Users ? 35,645 35,645 % of Total: 100.00% (35,645) 6,009 (16 R6%) 6,009 (16 R6%) 4,759 (13.35%) 5,194 (14.57%) 2,891 (8.11%) 2,937 (8.24%) (8.24%) 2,724 (7.64%) 2,724 (7.64%) | Sessions (*) 50,691 \$0,000 (*) \$0,0 | Behavior Dounce Rate ? 47.93% Arg for View: 47.93% (0.00%) 58.29% 22.89% 52.02% 46.20% 55.11% 34.10% | Pages / Session (*) 2.50 Avg for Vew: 2.50 (0.00%) 1.14 4.37 2.49 1.20 2.49 | Avg. Session Duration ? 00:01:56 Avg for View: 00.0156 (0.00%) 00:00:27 00:01:46 00:02:21 | Conversions All Gcals Goal Conversion Rate ? 1.32% ? Avg for View: 1.32% (0.00%) . 0.38% . 3.63% . 1.41% . 0.99% . 0.87% . 0.00% . | Goal Completions ? 667 % of Total: 100 00% (667) 33 (4 95%) 292 (43.78%) 95 (14.24%) 57 (8.55%) 37 (5.55%) 0 (0.00%) | Goal Value ? \$0.00 |
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| Search Console Social Campaigns Behavior | Plot Rows Secondary dimension Sort Source / Medium • • • 1 • • • 2. • • • 3. • • • 4. • • • 6. • • • | Type: Default • Acquisition Users • Users • • 41,536 • % of Total: 100.00% (41,530) • 8,030 (18.39%) • 6,406 (14.67%) • 5,837 (13.37%) • 4,793 (10.98%) • 3,893 (8.91%) • | New Users Image: Control of the control o | Sessions (*) 58,475 \$0f To.al. 100.00% (58,475) 11,321 (19.36%) 8,230 (14.07%) 8,819 (15.08%) 6,057 (10.36%) 6,506 (11.13%) 6,014 (10.28%) | Behavior Dounce Rate • 45.32% Arg for View: 45.32% (0.00%) 53.69% 71.35% 24.84% 31.63% 49.69% 41.54% | Pages / Session ? 2.45 Avg for Vew. 2.45 (0.00%) 1.18 2.10 4.18 2.10 4.18 2.57 1.19 3.46 3.23 | Avg. Session Duration | Conversions All Gcals Goal Conversion Rate • 1.23% • Avg for View: 1.23% (0.00%) • 0.54% • 0.58% • 3.72% • 0.38% • 0.66% • | Goal Completions ? 722 % of Tota: 100 00% (722) 61 (8 45%) 48 (6.65%) 328 (45.43%) 23 (3.19%) 43 (5.96%) 37 (5.12%) | Gosl Value Image: Constraint of the constrai |
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| Search Console Social Campaigns Behavior Conversions | Plot Rows Secondary dimension Sort Source / Medium Source / Medium 1. 2. 3. 4. 5. 6. 7. 8. dealerleads.com / referral | Type: Default Acquisition Users J J J 41,536 Sof Total: 100.00% (41,530) 8,030 (18.39%) Sof Total: 100.00% (41,530) 6,406 (14.67%) Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) J Sof Total: 100.00% (41,530) Sof Total: 100.00% (41,530) Sof Total: 100.00% J Sof Total: 100.00% (41,530) J Sof Total: 100.00% J Sof Total: 100.00% < | New Users () 40,872 % of Total: 100.00% (40,872) 7,535 (18 44%) 6,429 (15.73%) 5,837 (14.13%) 5,837 (14.28%) 3,326 (8.14%) 2,354 (5.76%) 1,310 (3.21%) | Sessions () 58,475 \$0fT0.al:100.00% (58,475) 11,321 (19.36%) 8,230 (14.07%) 8,819 (15.08%) 6,057 (10.36%) 6,014 (10.28%) 3,535 (6.13%) 1,749 (2.99%) | Behavior Dounce Rate • 45.32% Arg for View: 45.32% (0.00%) 53.63% 71.35% 24.84% 31.63% 49.69% 41.54% 31.55% 54.32% | Pages / Session ? 2.45 Avg for Vew: 2.45 (0.00%) 1.18 2.10 4.18 2.10 4.18 2.10 4.18 2.10 4.13 2.57 1.19 3.46 3.23 2.17 | Avg. Session Duration (*) OO:O2:O9 Avg for View: 00.02 O9 (0.00%) OD:00:27 O0:01:40 O0:03:35 O0:05:32 O0:05:32 O0:01:31 O0:02:45 O0:01:21 | Conversions All Gcals Good Conversion Rate Image: Conversion Rate 1.23% Image: Conversion Rate Avg for View: 1.23% (0.00%) Image: Conversion Rate 0.54% Image: Conversion Rate 0.66% Image: Conversion Rate Image: Conversion Rate Image: Conversion Rate Imag | Goal Completions ? 722 % of Total: 100 00% (722) 61 (8 45%) 48 (6 65%) 328 (45.43%) 23 (3.19%) 43 (5.96%) 37 (5.12%) 87 (12.05%) 27 (3.74%) | Goal Value ③ \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |





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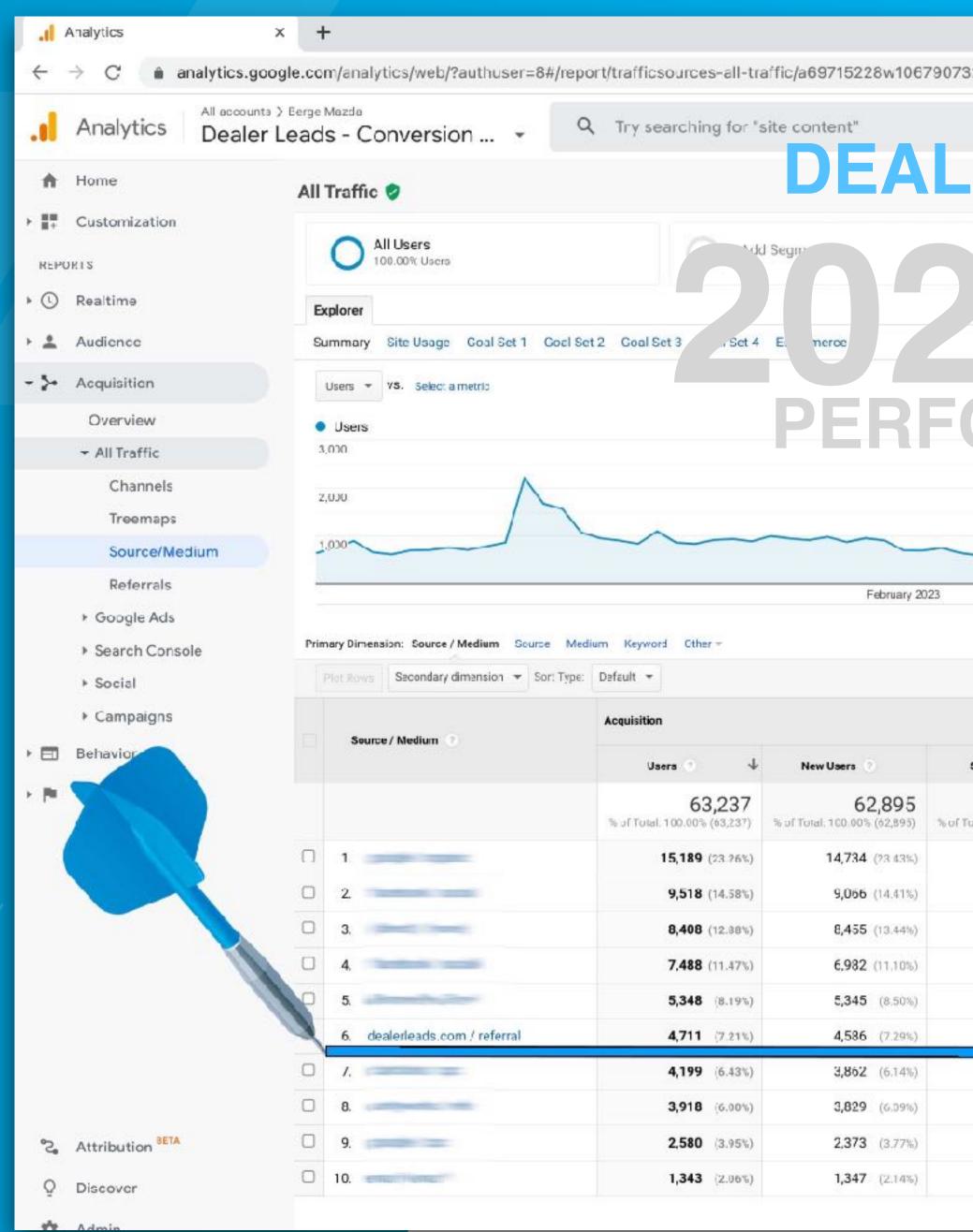


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| Campaigns Behavior | | Acquisition Users ↓ 44,299 | 43,404 | 58,143 % of Total: 100.00% (58,143) | Bounce Rate ? 47.16% | 2.17 | 00:01:53 | Conversions All Gcals Goel Conversion Rate 1.40% Avg for View: 1.40% (0.00%) | Goal Completions ? 814 % of Tota: 100 00% (814) | Gost Value ③ \$0.00 |
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| Campaigns Behavior | Source / Medium ? | Acquisition Users ○ ↓ 44,299 % of Total: 100.00% (44,299) 9,280 (20.28%) | 43,404 % of Total: 100.00% (43,404) 9,245 (21.30%) | 58,143 % of To.al: 100.00% (58,143) 10,532 (18.20%) 10,173 (17.50%) | Dounce Rate 47.16% Avg for View: 47.16% (0.00%) 76.02% | 2.17 Avg fo: View: 2.17 (0.00%) 1.60 1.44 | 00:01:53 Avg for View: 00.01 53 (0.00%) 00:01:08 | Conversions All Gcals Goel Conversion Rate 1.40% Avg for View: 1.40% (0.00%) 0.67% 0.61% | Goal Completions ? 814 % of Tota: 100 00% (814) 71 (872%) | Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) |
| Campaigns Behavior | Source / Medium | Acquisition Users ○ ↓ 44,299 % of Total: 100.00% (44,299) 9,280 (20.28%) 8,247 (18.02%) | 43,404 % of Total: 100.00% (43,404) 9,245 (21.30%) 7,923 (18.25%) | 58,143 % of To.al: 100.00% (58,143) 10,532 (18.20%) 10,173 (17.50%) | Dounce Rate ⑦ 47.16% Avg for View: 47.16% (0.00%) 76.02% 30.20% | 2.17 Avg fo: View: 2.17 (0.00%) 1.60 1.44 1.40 | 00:01:53 Avg for View: 00.01 53 (0.00%) 00:01:08 00:00:51 | Conversions All Gcals Goel Conversion Rate Conversion R | Goal Completions ? 814 % of Total: 100 00% (814) 71 (872%) 62 (7.62%) | Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) |
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| easians () 80,613 al. 100.00% (80,013) | Behavior | | | Conversions All Goals * | | |
| 80,613 | Behavior Dounce Rate 7 52.24% | Pages / Session 0 2.03 | Avg. Session Duration (*) 00:01:31 | Conversions All Gcals * Goel Conversion Rate 7 1.13% | Goal Completions | Gosl Value () \$0.00 |
| 80,613 d. 100.00% (80,613) | Behavior Dounce Rate () 52.24% Avg for View: 52.24% (0.00%) | Pages / Session 2.03 Avg for View. 2.03 (0.00%) | Avg. Session Duration ? 00:01:31 Avg for View, 00.01 31 (0.00%) | Conversions All Gcals * Goel Conversion Rate 1.13% Avg for View: 1.13% (0.00%) | Goal Completions () 908 % of Total: 100.00% (908) | Gosl Value \$0.00 % of Total. 0.00% (\$0.00) |
| 80,613 d. 100.00% (80,613) 18,816 (73.34%) | Behavior Dounce Rate (*) 52.24% Avg for View: 52.24% (0.00%) 51.93% | Pages / Session 2.03 Avg for View. 2.03 (0.00%) 2.33 | Avg. Session Duration) 00:01:31 Avg for View; 00.0131 (0.00%) 00:01:42 | Conversions All Gcals * Goel Conversion Rate 1.13% Avg for View: 1.13% (0.00%) 1.55% | Goal Completions ? 908 % of Total: 100.00% (908) 291 (32.05%) | Cosl Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) |
| 80,613 al. 100.00% (80,613) 18,816 (73.34%) 11,730 (14.61%) | Behavior Dounce Rate () 52.24% Avg for View 52.24% (0.00%) 51.93% 48.57% | Pages / Session 2.03 Avg fo: View: 2.03 (0.00%) 2.33 1.32 | Avg. Session Duration 00:01:31 Avg for View: 00.01 31 (0.00%) 00:01:42 00:00:40 | Conversions All Gcals * Goal Conversion Rate 1.13% Avg for View. 1.13% (0.00%) 1.55% 0.69% | Goal Completions ? 908 % of Total: 100.00% (908) 291 (32.05%) 81 (8.92%) | Gosl Value (7) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 80,613 al. 100.00% (80,613) 18,816 (73.34%) 11,730 (14.61%) 9,833 (12.20%) | Behavior Dounce Rate 7 52.24% Avg for View 52.24% (0.00%) 51.93% 48.57% 58.92% | Pages / Session (*) 2.03 Avg for View. 2.03 (0.00%) 2.33 1.32 2.07 | Avg. Session Duration (*) 00:01:31 Avg for View: 00.0131 (0.00%) 00:01:42 00:00:40 00:01:43 | Conversions All Gcals * Goel Conversion Rate • • 1.13% • • Avg for View: 1.13% (0.00%) • 1.55% • • 0.69% 1.38% • | Goal Completions ? 908 % of Tuta: 100.00% (908) 291 (32.05%) 81 (8.92%) 136 (14.96%) | Gosl Value \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) |
| 80,613 4.100.00% (80,613) 18,816 (73.34%) 11,730 (14.61%) 9,833 (12.20%) 10.277 (12.75%) | Behavior Dounce Rate (*) 52.24% Avg for View 52.24% (0.00%) 51.98% 48.57% 58.92% 28.79% 35.44% | Pages / Session • 2.03 Avg for View: 2.03 (0.00%) 2.33 1.32 2.07 1.36 | Avg. Session Duration) 00:01:31 Avg for View; 00.0131 (0.00%) 00:01:42 00:01:43 00:01:43 | Conversions All Gcals * Goel Conversion Rate • 1.13% • Avg for View: 1.13% (0.00%) 1.55% 0.69% 1.38% 0.63% 0.63% | Goal Completions ? 908 % of Total: 100.00% (908) 291 (32.05%) 81 (8.92%) 136 (14.96%) 65 (7.16%) | Cosl Value () \$0.00 \$0.00 % of Total: 0.00% (\$0.00) (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 80,613 al. 100.00% (80,613) 18,816 (73.34%) 11,730 (14.61%) 9,833 (12.20%) 10.277 (12.75%) 5,392 (6.69%) | Behavior Dounce Rate (*) 52.24% Avg for View 52.24% (0.00%) 51.98% 48.57% 58.92% 28.79% 35.44% | Pages / Session 2.03 Avg for View. 2.03 (0.00%) 2.33 1.32 2.07 1.36 2.65 | Avg. Session Duration () 00:01:31 Avg for View: 00:0131 (0:00%) 00:01:42 00:01:43 00:01:43 00:00:47 00:02:46 | Conversions All Gcals * Goal Conversion Rate • • Avg for View: 1.13% (0.00%) • Avg for View: 1.13% (0.00%) • 1.55% 0.69% • 0.63% 0.63% • 1.06% • • | Goal Completions ? 908 % of Total: 100.00% (908) 291 (32.05%) 81 (8.92%) 136 (14.96%) 65 (7.16%) 57 (6.28%) 57 (6.28%) | Cosl Value () \$0.00 \$0.00 % of Total: 0.00% (\$0.00) (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 80,613 10.00% (80,613) 18,816 (73.34%) 11,730 (14,61%) 9,833 (12.20%) 10.277 (12.75%) 5,392 (6.69%) 5,073 (6.29%) | Behavior Dounce Rate (*) 52.24% 52.24% Avg for View 52.24% (0.00%) 51.93% 48.57% 58.92% 28.79% 35.44% 78.93% | Pages / Session 2.03 Avg for Vew. 2.03 (0.00%) 2.33 1.32 2.07 1.36 2.65 1.56 | Avg. Session Duration 00:01:31 00:01:42 00:01:43 00:01:43 00:00:47 00:02:46 00:00:44 | Conversions All Gcals Goal Conversion Rate • Avg for View: 1.13% Avg for View: 1.13% 0.69% 1.38% 0.63% 1.06% 0.91% 0.91% | Goal Completions ? 908 908 % of Total: 100 00% (908) 908 291 (32 0.5%) 81 81 (8.92%) 136 (14.96%) 65 (7.16%) 57 57 (6.28%) 46 (5.07%) | Goal Value () \$0.00 \$0.00 \$0.00 \$0.00% \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |
| 80,613 al. 100.00% (80,613) 18,816 (23.34%) 11,730 (14.61%) 9,833 (12.20%) 10.277 (12.75%) 5,392 (6.69%) 5,073 (6.29%) 6,577 (8.16%) | Behavior Dounce Rate • 52.24% • Ary for View 52.24% (0.00%) • 51.93% • 48.57% • 58.92% • 28.79% • 78.99% • | Pages / Session (*) 2.03 Avg for Vew. 2.03 (0.00%) 2.33 1.32 2.07 1.36 2.63 | Avg. Session Duration () 00:01:31 00:01:31 00:01:42 00:00:40 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 00:01:43 | Conversions All Gcals Goel Conversion Rate • 1.13% • Avg for View: 1.13% (0.00%) 1.55% • 0.69% 1.38% 0.63% • 1.06% • 0.91% • | Goal Completions ? 908 908 % of Tuta: 100 00% (908) 908 291 (32 05%) 81 81 (892%) 81 136 (14 96%) 65 65 (7 16%) 57 46 (5 07%) 32 32 (3 52%) 36 | Gosl Value () \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) |





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